

# 4 Easy ways to get more from Salesforce Lightning

## 1 Streamline your UX

Give your users what they want – a streamlined data entry experience that makes full use of the tools in front of them. Salesforce Lightning Page Builder is designed with this in mind. You can customize user interfaces by simply dragging and dropping fields, eliminating the need for redundancy and improving the quality of record-level data.



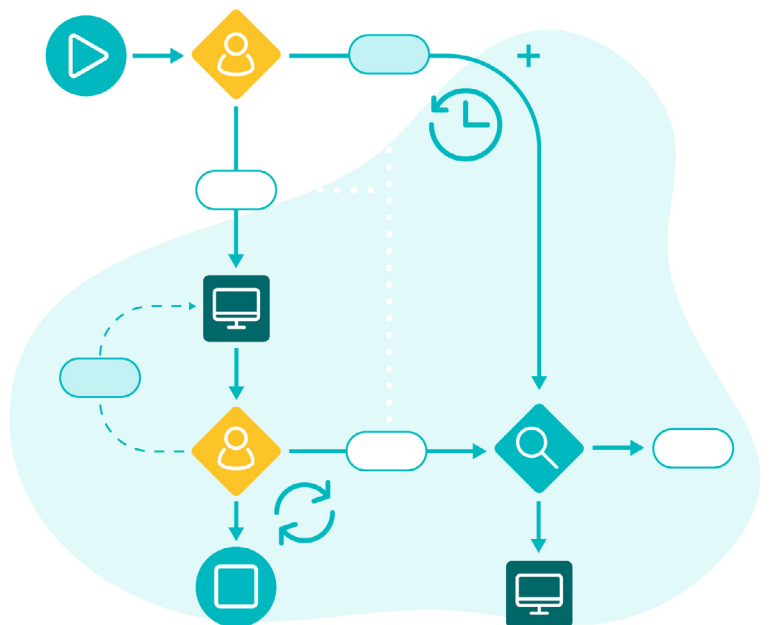
## 2 Get integrated

With Lightning, it's easier than ever to integrate the other technology you use into your Salesforce workflows. Whether you're looking to connect your eCommerce platform or simply track your emails - the Lightning experience is made to support integrations with hundreds of applications.



## 3 Focus on automation

Lightning offers out-of-the-box automation tools, including Lightning Flows and Process Builder. These tools help you holistically automate your workflows to eliminate repetitive, time-consuming tasks - saving you valuable time and allowing you to spend more time working with customers or making sales calls.



## 4 Let Salesforce do the work

Salesforce has built a library of tools dedicated to helping customers make a smooth transition to Lightning and maximizing its value. This includes Salesforce Optimizer which creates a report on how to improve your Salesforce implementation, simplify practices within your org, and increase feature adoption.



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